

Applied Qualitative Business Research

BMDB7002

LIN LING
2006204

Assignment 2



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01

Topic Choice

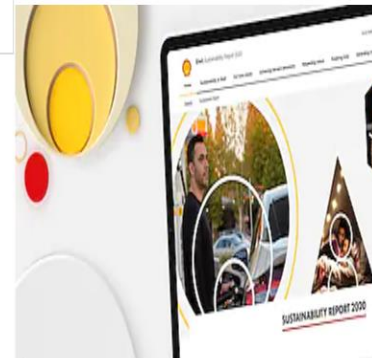
A Longitudinal Research on the Dynamic Changes of Talk-Action Tension of Shell's CSR Report Communication



SUSTAINABILITY REPORTS

We began reporting voluntarily on our environmental performance with the first Shell Report that covered 1997. We do it to be transparent, and to show how we are contributing to sustainable development. We report in line with a number of voluntary reporting standards and frameworks – visit the [Voluntary reporting standards and ESG ratings page](#) for more information.

OUR REPORTS AND PUBLICATIONS



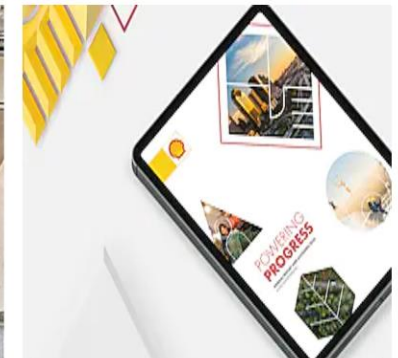
[Sustainability Report](#)

Find out more about our approach to sustainability and our performance data.



[Sustainability Performance Data 2020](#)

Read about Shell's sustainability performance data.



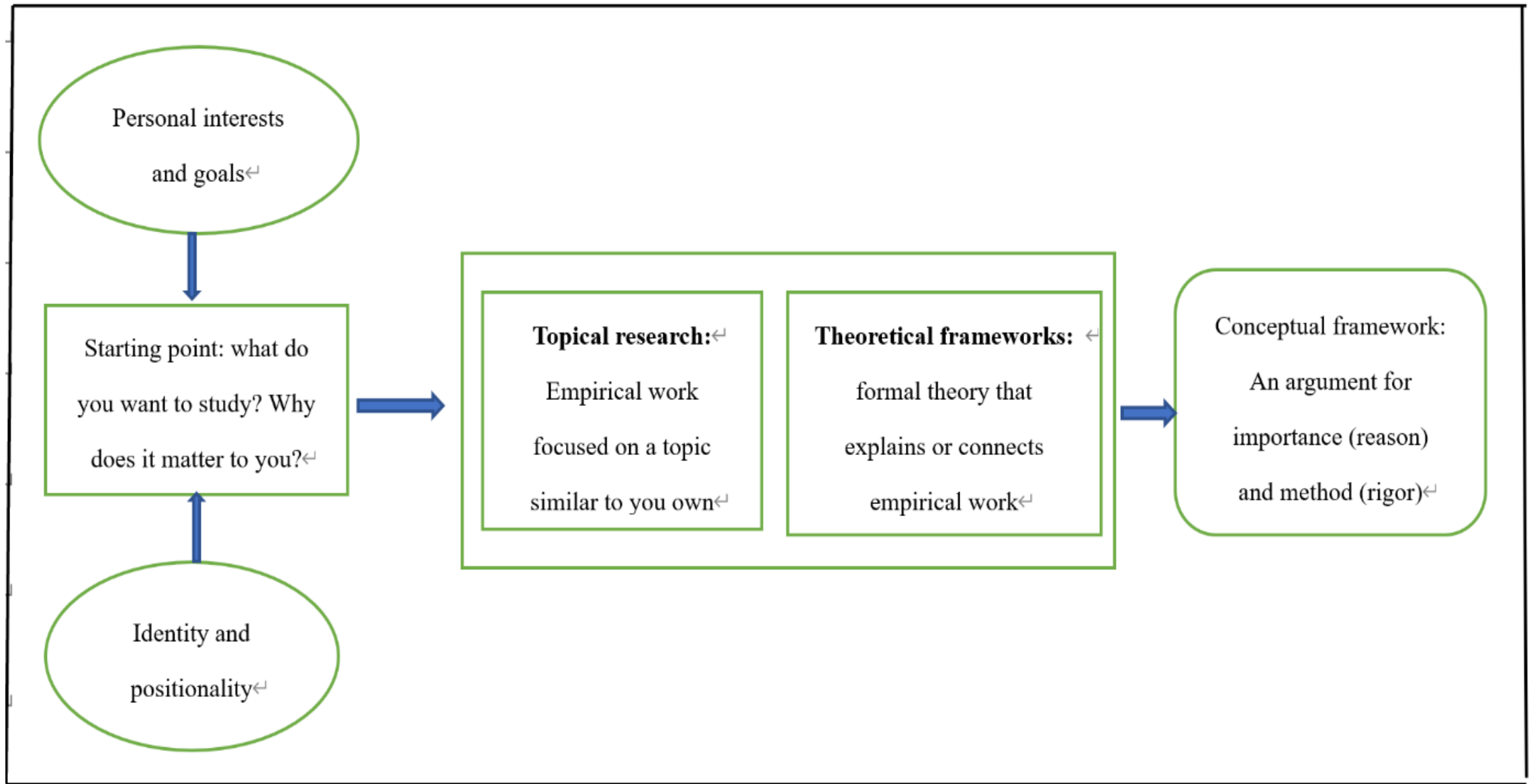
[Annual reports and publications](#)

Read our other annual reports and publications.

A top-down view of a person's hands typing on a white, slim-profile keyboard. The person is wearing a silver ring on their left ring finger. In the background, a grey trackpad is visible on a white surface. The overall scene is brightly lit and clean.

02

Academic Contextual Information



Conceptual Framework Elements (*adapted from source: Ravitch and Riggan, 2017, p. 9*)

Self-reflexivity

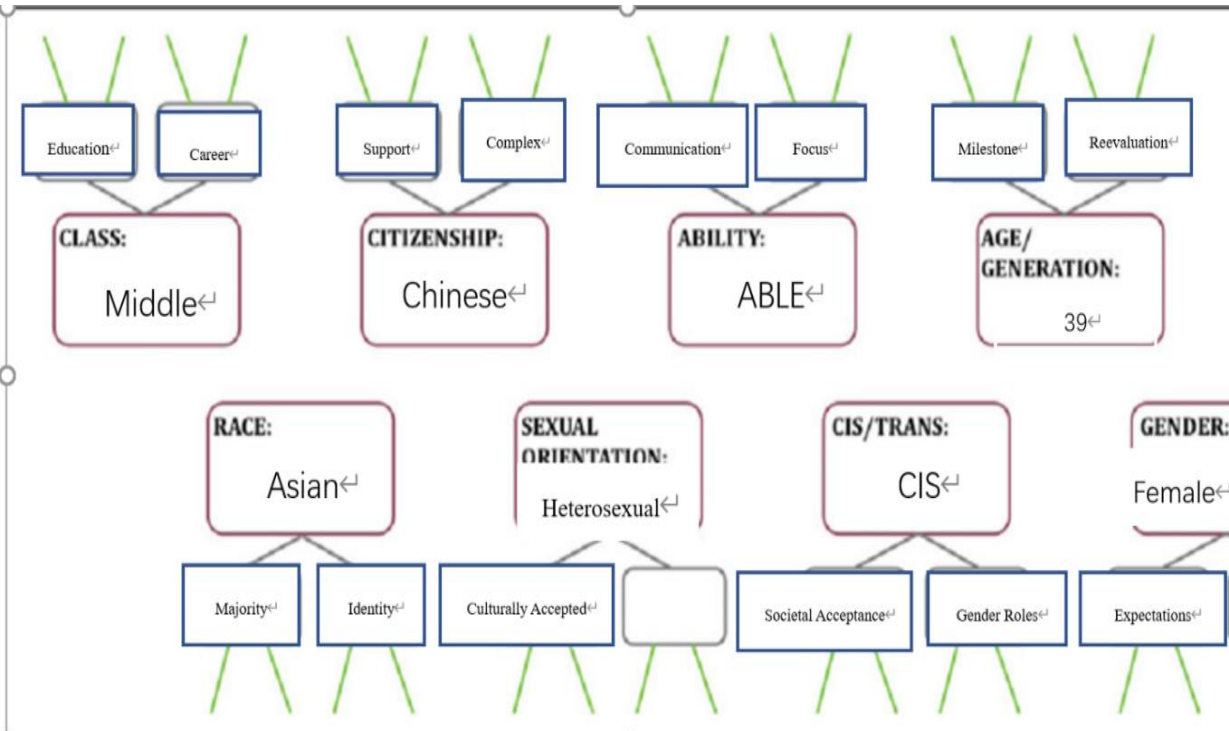


Figure 1 My social identity map (adapted from source: Jacobson and Mustafa, 2019, p.3)

the "back stage" of the research process

educational background

working background

Research Background

1

This research will focus on the language management in the domain of institution (meso) level; Language has been taken as a variable in multinational enterprises(MNEs) management.

2

- ♠ "linguistic turn"
- ♠ quantitative → qualitative
- ♠ increasing investing trend in CSR programmes

3

Global Reporting Initiative (GRI)- catalyse the quality improvement of CSR reporting



03

Applied Context Of the Question

Question Context



- a hybrid discourse genre
- to avoid being accused of greenwashing
- The empirical interpretative research on uncovering how the talk-action tension is navigated discursively in particular MNE's CSR reporting longitudinally is scant and valuable

A top-down view of a person's hands typing on a white Apple keyboard with a silver mouse. To the left is a tablet in a grey case. In the foreground, a black keyboard is partially visible. The background is a clean white desk.

04

Methodological Approach Justification

Why Qualitative Content Analysis?

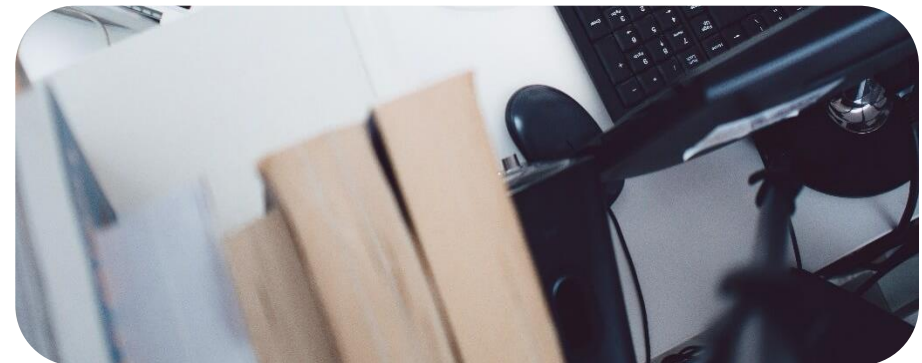
Krippendorff's claim(1980,p.51)

"much content analysis research is motivated by the search for techniques to infer from symbolic data what would be either too costly, no longer possible, or too obtrusive by the use of other techniques "



Stemler and Bebell example (1998, cited in Jaward, 2006)

the content analysis can monitor the public opinion changes based on practical perspective



Methodological Approach



➤ Rationale for the Selection of Shell

➤ Data Collection

➤ Data Analysis

Rationale for the Selection of Shell



a leader in oil MNEs



sampling size is sufficient



Rich and interesting research context due to the Brent Spar and Nigeria controversies experience



(Picture source: Shell,2020)

Data Collection



All sustainability report/CSR report of Shell could be downloaded from Shell's official website homepage

(<https://www.shell.com/sustainability/sustainability-reporting-and-performance-data/sustainability-reports.html>)

Sustainability Report/CSR report of Shell

Interview with three internal and three external stakeholders

Triangulation
To improve the validity and rigor of the research

Data Analysis

Step 1

repeated close
reading of all
the reports

Step 2

Coding into
categories
inductively

Step 3

second round of
category of
coding data

Step 4

- discourse of
promotional talk and
discourse of action
performance
- examples

Step 5

themes and phases
will emerge to
unravel the interplay
between the talk-
action tension

Step 6

follow-up
interview data
coding



Possible ethical risks

**For
unobtrusive
research**



- user agreement
- McKee and Porter's (2009) heuristic of variables for guidance

**For
interviewees**



- Seedhouse/Flinder—voluntary
- --understand the research aim
- --assure the confidentiality and anonymity



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THANK YOU



Commentary on the Presentation: LIN LING 2006204

The idea for my presentation.

The presentation is required to be based on blog 3 mainly. However, blogs 1 and 2 cover lots of preliminary work according to the conceptual framework elucidated at the beginning of blog 3. I am grateful for my lecturer, Dr. Caroline and Dr. Steve, who enlightened me to study three modules together. This module focuses on applied qualitative business research. Although this limited 6 weeks learning journey is far more sufficient for me as a novice doctoral student to master those practical and profound research methods, even a piece of nuances, I still feel making progress and become more confident to go on my doctoral journey.

With the word limitation, I organised 3 blogs strategically, particularly in blog 2, I did not just write down all the qualitative research methods, I mean at least the five approaches elaborated on Creswell's book. I choose to enter into specific "grounded theory" and "content analysis" rooms to see how the architectures of a qualitative study are composed (Creswell,2015). I try to explore applying grounded theory and content analysis, including their strengths, design in relating to the context of my chosen topics and possible ways to overcome the weaknesses. All these reflect my critical thinking and pave a way to derivate a suitable and viable research question in blog 3.

Plan for improvements in my skills and knowledge.

I chose Shell as my longitudinal research sample. Besides the content analysis approach, I apply interviews as a crosssection to validate and enrich the data collection. Three internal and three external stakeholders are planned to be the interviewees. However, the criteria to choose these stakeholders among this MNE with more than 87,000 employees spreading more than 70 countries could be challenging. So the feasibility of collecting primary data should be taken into account.

Due to the limited 6 weeks and word limit, the other qualitative research methods should be included as well, if possible. For example, the case study is another appropriate approach to my chosen topic.

Anyway, although I am always struggling with my assignment task and learning process, I am still making progress with the professional aid of Dr. Caroline and Dr. Steve. Thank you very much!

Bibliography: included in my final PowerPoint slide.